

WHAT IS CLAIMED IS:

- 1                    1.     A method of storing images, comprising:  
2                    providing an image capturing apparatus;  
3                    inserting a non-volatile memory medium into the image capturing apparatus,  
4 the non-volatile memory medium being suitable for storing image data; and  
5                    writing a program onto the non-volatile memory medium, wherein the  
6 program is capable of being executed without specific user initiative when the non-volatile  
7 memory medium is coupled to a computer to access image data stored in the non-volatile  
8 memory medium.
- 1                    2.     The method of claim 1, further comprising:  
2                    determining whether the inserted non-volatile memory medium has the  
3 program, wherein the program is written if it is determined that the memory medium does not  
4 have the program.
- 1                    3.     The method of claim 1, further comprising:  
2                    formatting the memory medium to make it suitable for storing image data,  
3 wherein the program is written onto the memory medium at the time the memory medium is  
4 being formatted.
- 1                    4.     The method of claim 1, wherein the image capturing apparatus is a  
2 digital camera, and the non-volatile memory medium is a flash card.
- 1                    5.     The method of claim 4, further comprising:  
2                    storing a digital image into the flash card;  
3                    providing a computer to access the stored digital image;  
4                    coupling the flash card to the computer, whereby the program is executed  
5 without specific user initiative; and  
6                    accessing the digital image stored in the flash card using the computer.
- 1                    6.     The method of claim 5, further comprising:  
2                    activating a browser installed in the computer according to instructions of the  
3 executed program; and

4 creating a communication link to a website having access to an application  
5 software, the application software being suitable for accessing the digital image stored in the  
6 flash card.

1 7. The method of claim 6, further comprising:  
2 downloading the application software to the computer before accessing the  
3 digital image stored in the flash card.

1 8. The method of claim 6, wherein the application software is accessed  
2 remotely and is not downloaded to access the digital image stored in the flash card.

1 9. The method of claim 6, further comprising:  
2 providing a user with an option of downloading the application software or  
3 accessing the application software remotely to access the digital image stored in the flash  
4 card.

1 10. The method of claim 5, wherein the flash card is coupled to the  
2 computer via the digital camera.

1 11. The method of claim 5, wherein the flash card is coupled to the  
2 computer via a flash card reader.

1 12. The method of claim 1, wherein the image capturing apparatus has a  
2 read only memory (ROM) and the program is stored in the ROM.

1 13. A method of accessing images captured with a digital camera, the  
2 method comprising:  
3 providing a digital camera having a start-up program that executes without  
4 specific user initiative;  
5 inserting a flash card into the digital camera;  
6 copying the start-up program onto the flash card;  
7 storing an image captured by the digital camera into the flash card; and  
8 coupling the flash card to a computer suitable for accessing the stored image,  
9 whereupon the start-up program is executed without specific user initiative, the executed  
10 start-up program causing an application software to be activated to access the stored image.

- 1                   14.     The method of claim 13, wherein the flash card is coupled to the  
2 computer via the digital camera or a flash card reader.
- 1                   15.     The method of claim 13, wherein the application software is installed  
2 in the computer.
- 1                   16.     The method of claim 13, wherein the application software is available  
2 at a remote location from the computer.
- 1                   17.     The method of claim 16, further comprising:  
2                   downloading the application software to the computer to activate the  
3 application software.
- 1                   18.     The method of claim 16, wherein the application software is activated  
2 without downloading core modules of the application software from the remote location.
- 1                   19.     The method claim 13, wherein the start-up program includes the  
2 application software.
- 1                   20.     A method of accessing an image captured with a digital camera, the  
2 method comprising:  
3                   providing a digital camera having a start-up program that executes without  
4 specific user initiative, the start-up program having a communication address of a website  
5 with access to an application software;  
6                   inserting a flash card into the digital camera;  
7                   copying the start-up program onto the flash card;  
8                   storing an image captured by the digital camera into the flash card;  
9                   coupling the digital camera with the flash card to a computer suitable for  
10 accessing the image stored in the flash card and having Internet access;  
11                   thereupon, executing the start-up program without specific user initiative;  
12                   creating a communication link with the website using the communication  
13 address stored in the start-up program;  
14                   downloading the application software to the computer; and  
15                   executing the application software to access the image stored in the flash card.
- 1                   21.     A digital camera, comprising:

2 an imaging device to convert reflected light into image data;  
3 a processor coupled to the imaging device to process the image data;  
4 a memory medium coupled to the processor to store the processed image data;  
5 a non-volatile memory coupled to the processor, the non-volatile memory  
6 having a start-up program that executes without specific user initiative, the start-up program  
7 including a communication address of a website having an application software that is  
8 operable to access the processed image data stored in the memory medium and a computer  
9 readable code instructing a communication link to the website be created.

1 22. The digital camera of claim 21, wherein the memory medium is a flash  
2 card and the start-up program is copied onto the flash card.

1 23. A flash card suitable for storing computer readable data, comprising:  
2 a start-up program that executes without specific user initiative, the start-up  
3 program including a communication address of a website having an application software that  
4 is operable to access data stored in the flash card and a code instructing a communication link  
5 to the website be created.